DOCUMENT RESUME

ED 238 077 CS 504 500

TITLE	Rhetoric and Public Address: Abstracts of Doctoral Dissertations Published in "Dissertation Abstracts International," July through December 1983 (Vol. 44 Nos. 1 through 6).
INSTITUTION	ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.
PUB DATE	83
NOTE	9p.; Pages may be marginally legible.
PUB TYPE	Reference Materials - Bibliographies (131)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	American Indians; Annotated Bibliographies; *Communication Research; *Communication Skills; Discourse Analysis; *Doctoral Dissertations; Foreign Countries; News Media; *Persuasive Discourse; Politics; Religion; *Rhetoric; Social Action; Social Change; *Speech Communication; Verbal Communication
IDENTIFIERS	Friedan (Betty); Hegel (Georg Wilhelm Friedrich); McCarthy (Joseph)

ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 11 titles deal with the following topics: (1) applying Burke's cluster-agon method to Betty Friedan's rhetoric; (2) the rhetoric of nonviolent action; (3) the president's wife as public communicator; (4) the identification and analysis of the three Aristotelian modes of proof in editorials written by two United States Virgin Islanders during the period 1915-1926; (5) evaluati a radio ministry in a local church; (6) the Nez Perce communication strategies in the 1855 Walla Walla conference; (7) network television rhetoric in the coverage of the Nigerian civil war; (8) the mix of traditional and nontraditional rhetorical considerations in enacting social change; (9) the rhetoric of F. Hegel's early writings; (10) media exposure, personal contact, and political tolerance in an international crisis; and (11) Joseph McCarthy as leader. (HTH)

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CONCEPTS OF *POWER* IN BETTY FRIEDAN'S RHETORIC: AN APPLICATION OF BURKE'S CLUSTER-AGON METHOD

Order No. DA8321064

AVALOS, ELIZABETH RILEY, PH.D. *University of Denver*, 1983. 120pp.

Betty Friedan, writer, speaker and social activist, is generally recognized as having catalyzed the contemporary feminist movement with the publication in 1963 of her book, *The Feminine Mystique*. The appearance in 1981 of her third book, *The Second Stage*, met with predominantly negative reviews; some feminists suggested that Friedan had abandoned the movement she helped to form. This study examines concepts of *power* in Friedan's discourse to determine whether her ideology and motivation have changed in a period of nearly two decades. Kenneth Burke's method of cluster-agon analysis is used to analyze the relationship between form and content or ideology in Friedan's rhetoric. Her discourse is divided into an early period (1963-1975) and late period (1976-1981) to provide a basis for comparison.

Results indicate that Friedan demonstrates a consistency of ideology and motive over the two decades under study. Her basic ideological premise is a concern for the individual human being and his or her ability or lack of ability to meet the two essential human needs for love and work, domains which have been polarized on the basis of sex. Her motivation throughout the two decades is to achieve a congruent self--both for herself and others--by transcending the polarity between work and love. While her ideology and motivation have not changed, her concepts of power have undergone an evolution and refinement. In the later discourse Friedan discriminates between "old power" or corrupt power, and "new power" which is "generative," "organic" and "holistic." She identifies a shift in the women's movement away from militancy and toward cooperation with other trends in society involving restructuring social institutions (including the family) in terms of generativity. Tracing changes in conceptions of power, ideology and motivation of a single rhetor is achieved by the design of the study. This method could be used to study literary and political figures in both historical and contemporary settings. Feminist rhetoric can benefit from further rhetorical-critical studies.

IN SEARCH OF PEACE: THE RHETORIC OF NONVIOLENT ACTION

Order No. DA8315747

FRANK, DAVID ANTHONY, PH.D. *University of Oregon*, 1983. 147pp. Adviser: Susan R. Glaser

In search of a just peace, scholars and nonviolent actionists have attempted to develop sociopolitical techniques capable of minimizing personal and structural violence. This study attempts to develop a philosophy and a pretheoretical foundation of the suasory nonviolent actions that will prompt humans to put down their arms and to learn the ways of peace.

The study joins together the disciplines of irenology and rhetorical studies in order to develop this foundation. Johan Galtung's definition and analysis of peace and conflict are examined to establish the goals of a peace rhetoric and the rhetorical nature of nonviolent action is explicated to demonstrate the symbiotic relationship of the two disciplines. From this examination, a definition of the rhetoric of nonviolent action is presented.

Five principles of a rhetoric of nonviolent action are then discussed. These principles are designed to allow the nonviolent theorist and actionist to respond to particular conflict situations. These principles are then translated into a rhetorical methodology which is used in the rhetorical analysis of the Camp David Summit, September, 1978.

The study concludes that President Carter demonstrated astute rhetorical competence at Camp David. It appeared Carter succeeded because he utilized an effective conflict resolution device, adopted an appropriate leadership style, and provided fitting and creative responses to a number of complex and complicated rhetorical situations. As such, this analysis of the Camp David negotiations illustrates how the rhetoric of nonviolent action can be used to create peace.

The study also concludes that a rhetoric of nonviolent action must be creative; that a rhetoric of peace must be waged like war; that a rhetoric of nonviolent action must be ethical and must be customer-made for the specific conflict situation. The study also suggests that there is a need to further develop and refine the tools of nonviolent action at all levels of human interaction. If humans are to survive conflict, then they will need to develop sociopolitical techniques which will allow for revolution without bloodshed; confrontation without sabers; and the elimination of structural violence without need to resort to personal violence.

THE PRESIDENT'S PARTNER: THE FIRST LADY AS PUBLIC COMMUNICATOR, 1920-1976. (VOLUMES I AND II)

Order No. DA8324192

GUTIN, MYRA GREENBERG, PH.D. *The University of Michigan*, 1983. 600pp. Chairman: Howard H. Martin

Americans have definite impressions of First Ladies. Perhaps they recall the elegance of Jacqueline Kennedy or the silent yet dignified demeanor of Bess Truman. Possibly they admire Betty Ford who shared her triumphs and sorrows with the whole country or Eleanor Roosevelt who demonstrated that the federal government could be responsive and compassionate. Perceptions of First Ladies are developed by observing a woman's communication activities; all the activities which define her public image.

The author investigated each First Lady's biographical background, major communication activities in advocacy, political and ceremonial contexts, preparation for and approaches to communication and press relations. Other factors considered were the First Lady's relationship with her husband, her access to presidential decision making and the President and First Lady's perceptions of women.

The study concluded that (1) Since 1920, First Ladies have assumed one of three distinct communication stances: social hostesses and ceremonial presences (Florence Harding, Grace Coolidge, Bess Truman, Mamie Eisenhower), incipient spokeswomen (Lou Hoover, Jacqueline Kennedy, Pat Nixon) or political surrogates and independent advocates (Eleanor Roosevelt, Lady Bird Johnson, Betty Ford). (2) Age, state of health, family obligations, the president's attitude toward the degree of his wife's participation in his administration and the social and historical context of the time are all determinants of how active a woman will be as a public communicator in the White House. (3) Americans seem to prefer an involved First Lady, one with a history of commitment to a cause. First Ladies are most acceptable if they advocate accepted feminine concerns or issues, but risk criticism or condemnation if they become involved with the more substantive issues of their husband's administrations.

Based on evidence and the aforementioned conclusions, the author suggests a method for predicating a First Lady's performance as public communicator in the White House.

RHETORICAL ANALYSIS OF EDITORIALS WRITTEN BY TWO UNITED STATES VIRGIN ISLANDERS, DAVID HAMILTON JACKSON AND ROTHSCHILD FRANCIS, DURING THE YEARS 1915-1926, COMPARED TO ARGUMENTS IN SELECTED SPEECHES DELIVERED DURING THE 1981 OFFSHORE CONFERENCE

Order No. DA8317371

HARPER, ROSARY E., PH.D. *The Florida State University*, 1983. 172pp. Major Professor: Wayne C. Minnick

This study focuses on the identification and analysis of the three Aristotelian modes of proof (*logos, ethos, pathos*) incorporated into editorials written by two United States Virgin Islanders, David

Hamilton Jackson and Rothschild Francis during the period 1917-1926.

After the United States purchased the Virgin Islands (St. Thomas, St. Croix and St. John), formerly the Danish West Indies, from Denmark in 1917, times continued to be turbulent and unsettled for the Islanders. Jackson and Francis, both labeled "agitators," advocated reform. Jackson in his St. Croix-based newspaper *The Herald* and Francis in his paper *The Emancipator*, published in St. Thomas, advanced arguments in favor of United States citizenship, a shift from a U.S. Navy-controlled government to a civilian one, and suffrage for the Virgin Islander.

A GUIDE TO EVALUATING A RADIO MINISTRY IN THE LOCAL CHURCH

Order No. DA8321164

LINK, KENDALL, D.MIN. *Lancaster Theological Seminary*, 1983. 209pp. Adviser: Robert D. Webber

It has been my experience that the local church does not have a tool for evaluating its radio broadcasts.

The project report, and the Taped Evaluation Guide that is the core of the report, has been created to provide a means for the local church to review its radio ministry.

The project report is divided into three parts. The first part is a report of the theology, theory of communication and design that formed the basis for the Taped Evaluation Guide.

The second part is The Taped Evaluation Guide which is the instrument that the local church uses in the evaluation of its radio ministry. This instrument on tape leads persons, who are involved in radio ministry, through a process of evaluating their radio program or programs.

The third part contains an evaluation of the Taped Evaluation Guide.

The methodology of evaluation is evaluation by objectives. The broadcaster sets the objectives and does the evaluation.

The project presents a unique approach to the task of evaluating radio broadcasts of religion. It fulfills its purpose by providing the local broadcaster of religion with a tool for evaluation which is appropriate to the medium.

AN ANALYSIS OF THE NEZ PERCE COMMUNICATION STRATEGIES IN THE COUNCIL OF WALLA WALLA--1855

Order No. DA8317902

MADSEN, JOHN ARLEN, PH.D. *University of Kansas*, 1983. 134pp.

The thesis is an effort to increase our understanding of the communication bargaining behaviors of the parties at the council between the United States Government and the Nez Perce and other Indian tribes in the valley of Walla Walla, Washington Territory in 1855. The Council established the reservation system for the Nez Perce, Walla Walla, Cayuse, Umatilla, Takima and other minor tribes in the interior geographic area which now includes portions of the states of Washington, Oregon and Idaho.

The analysis is conducted using the game-theoretic based verbal persuasive strategies model of Thomas Beisecker and the game-theoretic based bargaining model of search, strategy, and persuasion of Michael Dwight Cohen. The models use the building blocks of events, probabilities and utilities, derived from game theory, to explain the actions taken by parties in bargaining situations.

The first chapter details the continuing American interest in the Nez Perce Indians, in specific, and the subject of Indian treaties in general. The second chapter examines in detail the two analysis models. The third chapter examines the values and knowledge of the parties to the bargaining in an attempt to better understand cultural influences on the utilities they held for the various events under consideration and their perceptions of the probabilities that the events could or would happen. The fourth chapter analyzes the bargaining communication as presented in the official transcript of the Council. The final chapter provides a discussion of the successes and failures of the parties in the Council.

The study suggests that the Council was a mixed-motive bargaining situation, that is, the parties to the bargaining had opportunities for gains and losses which were dependent upon their actions in the Council. The study also suggests that the outcome of the bargaining was optimal for the United States Government, the Nez Perce and other Indian tribes when viewed in the light of the attitudes prevailing at the time of the Council.

A CRITICAL ANALYSIS OF THE RHETORIC OF CBS, ABC, AND NBC TELEVISION NEWS COVERAGE OF THE NIGERIAN CIVIL WAR

Order No. DA8305682

OKOTIE, ATUTUMAMA H., PH.D. *The Pennsylvania State University*, 1982. 207pp. Adviser: Thomas W. Benson

This study is concerned with the cultural and rhetorical implications of the television news coverage of the Nigerian Civil War (1967-1970). It grapples with the mystery that arises when two cultures are in communication and how such mystery can lead to misunderstandings grounded in ignorance.

To expose and explain these rhetorical and cultural implications, this study draws largely from Kenneth Burke's theory of identification, which was used to analyze the rhetorical implications of some of the key terms used in the television news coverage of the war. One of the cultural implications in this study was Britain's offer of relief (food) to the Ibos (Biafrans). When they reported that Biafra refused the food because of objections to a British arms deal with Nigeria, the American networks overlooked a more subtle, cultural explanation for the refusal: that a rumor had circulated that the relief food offered by Britain was poisoned, and that in the Ibo culture death by poison meant that one's soul would not reincarnate.

In the process of examining the cultural and rhetorical aspects of the war, I also looked at the major issues that dominated the telecasts and at the potential rhetorical force of the filmic form of communication. In particular, I was interested in how a new reality or a different reality can be created by juxtaposing the visual and the auditory.

THE MIX OF TRADITIONAL AND NON-TRADITIONAL RHETORICAL CONSIDERATIONS IN ENACTING SOCIAL CHANGE

Order No. DA8312669

SIAS, JOHN DANDO, PH.D. *The Pennsylvania State University*. 1983. 191pp. Adviser: Professor Herman Cohen

This dissertation represents an attempt to study rhetoric as an applied field. In this view, the core of the field of rhetoric lies in knowing the issues of social dissent and controversy. With that knowledge rhetoricians can take preventative steps to resolve the issues before they become explosive. Rhetoricians can be active agents of change in the resolution of social conflict.

The purpose of this study was to investigate how the mix of traditional and non-traditional rhetorical considerations enter into decision making and action when community action programs are undertaken and executed. The study focused on the creation of the Mountain Area Health Center, Markleysburg, Pennsylvania.

Traditional rhetorical considerations were defined as content analysis combined with audience analysis to produce orally influential messages. The traditional rhetorician expects the discourse to be continuous and the message to be directed toward homogeneous audiences.

Non-traditional rhetorical considerations include symbol systems other than language which carry messages that influence thought and behavior.

The traditional and non-traditional rhetorical actions were used to make the case that health care was lacking in the Southeastern mountainous section of Fayette County. That lack of adequate health care presented the exigence. A rhetorical diffusion model explained how the targeted audience received information regarding the exigence and the proposed solutions. The diffusion model employed both mass and interpersonal channels of communication to ensure adoption of the proposed solution by the targeted audience.

The solution resulted from reflective thinking to define the problem. An adapted version of Phillips's Standard Agenda was used to organize the work effort.

The results of this investigation show that as audience, a community does not fit into any of the traditional guidelines. When social change is the goal, the rhetorician must deal with minimum of three separate audiences; the people who will create the change, the service providers, and the citizens who will benefit from the change. The rhetorical action needed to deal with each audience individually.

THE SPIRIT AND ITS LETTER: THE RHETORIC OF HEGEL'S EARLY WRITINGS

Order No. DA83[illegible]6814

SMITH, JOHN HENRY, PH.D. *Princeton University*, 1983. 465pp.

Hegel's style has been praised by Hegelians and derided for its obscurity by his critics. Yet no critical study investigates both historically and theoretically the development of Hegel's philosophical rhetoric. The dissertation examines four stages of his rhetorical *Bildung* with four methods of contemporary rhetorical criticism. It clarifies the different styles, functions and contexts of Hegel's early writing, and attempts to relate conflicting literary theories.

Hegel characterizes his *Tagebuch, Reden* and school essays (1785-88) as "exercendi styli," thereby associating their manner of composition to the classical and humanistic traditions of *Schulrhetorik*. The history of pedagogy in the Stuttgart *Gymnasium Illustre* and of the rhetorical handbooks used in Württemberg schools illuminates the rhetorical components of his first efforts.

Hegel wrote the theological and political manuscripts during his *Hauslehrerzeit* in Bern and Frankfurt (1793-1800), without intending to publish these exercises. They represent, to paraphrase Kleist, "die allmähliche Verfertigung der Gedanken beim Schreiben." Hegel entered into a hermeneutical dialogue with various traditions and attempted to extend and transform them by applying the rhetorical principles of *lectio, imitatio,* and *translatio*. In *Das Leben Jesu*, for example, he rewrites, even consciously mistranslates, the New Testament into the rhetoric of Kantian practical philosophy.

Hegel's work with Schelling in Jena (1801-03) radically changed his writing. He entered the public sphere. *Das Kritische Journal der Philosophie* was a forum for polemics with his contemporaries (Kant, Fichte, Reinhold, Jacobi, et al.). Rhetoric and dialectic shift from private *Denkschulung* to *ars disputandi*. Practice of *Kritik*, seen as arguing against a conception of accepting and transforming its stance, becomes the task of philosophy.

Finally, traces of Hegel's rhetorical development structure the itinerary of the *Phänomenologie des Geistes*. The correspondence between form and content proposed in it implies not only that philosophical ideas determine its dialectical discourse but also that central concepts and arguments are influenced by rhetorical strategies. The unfolding *Bildung* of the *Geist* reflects a rhetorical movement of the text. The metaphorical turns and ironic reversals describe, literally, the figures of the Spirit.

COMMUNICATION BEHAVIOR AND POLITICAL SOCIALIZATION: MEDIA EXPOSURE, PERSONAL CONTACT, AND POLITICAL TOLERANCE IN AN INTERNATIONAL CRISIS

Order No. DA8318141

WANG, SHIH FAN STEVE, PH.D. *University of Minnesota*, 1983. 421pp.

The present study explored relationships between communication behavior and political tolerance in the America-Iran crisis in 1980-81. Tolerance implied an attitude of acceptance toward Iran, its political measures, and the Iranians in the United States.

Contact with various environmental, social, and cultural phenomena is assumed to be an important determinant of tolerance, and communication behavior can facilitate such contact. The study in a high school and a university in Minnesota yielded 438 usable questionnaires. Factor analysis and reliability estimation led to development of tolerance scales measuring humanitarianism and politico-economic non-sanction.

The study found education-group (high school vs. university) to be positively associated with political tolerance. Females were more important than males. Higher motivation for education and self-esteem were positively related to political tolerance mainly in the senior high students.

Inconsistent with the main hypotheses, media exposure in general was negatively related to or unrelated to tolerance measures across groups. There were also negative relationships between exposure to special radio and TV programming about Iran and tolerance variables in the senior high group.

Among some sample groups, "hard news" preference was positively associated with humanitarianism, whereas "soft news" preference was negatively associated with tolerance measures. The contact submotive "for news about other countries" was positively related to humanitarianism among the university students. The escape submotives, advertisement reference, vicarious participation, companionship enjoyment, "killing time" were negatively related to political tolerance among some sample groups.

Membership in organizations was not correlated with political tolerance. Types of extracurricular activity participation may have affected tolerance. There were significant multiple *R*'s for interaction about politics indices and political tolerance mainly among university group and senior high boys.

JOSEPH MCCARTHY AS LEADER: AN IMAGE ANALYSIS

WEINTRAUB, REBECCA, PH.D. *University of Southern California*, 1983. Chairman: Professor James H. McBath

This study examined the rhetorical career of Senator Joseph McCarthy from his initial 1950 speech to his censure in 1954. A three-stage leader development analysis probed the ways in which McCarthy sought to identify his value images with those of the American public. This creation of shared reality between speaker and audience is essential if a leader is to unite a large number of people in joint action.

The first stage of a leader's development is the unification stage. McCarthy had to link his hierarchy of values with those of the individuals he hoped to attract to his cause, create a separation of his position from the existing societal/political structure regarding Communism, and answer opposition attacks. McCarthy so successfully navigated the unification stage that by 1952 he had a loyal national following. In the second stage, expansion, McCarthy needed to attract people unswayed by unification stage appeals. He did this by broadening his hierarchy base and associated values and by achieving some of his goals. In the final stage, solidification, McCarthy was required to reduce the negative effects of the schism between his supporters and those in opposition that had been created in the previous two stages. McCarthy failed to do this, continuing to intensify old images and to attack rather than to solidify his accomplishments. McCarthy's failure to appreciate the altered images and hierarchies of his audience in the solidification stage led to his fall

from political power in 1954.

The study concludes that McCarthy's success was attributable as much to the psychology of the times as to his persuasion. America was shaken by the loss of China to Communism, military defeat in Korea, and Soviet expansionism. To a nation enmeshed in a Cold War and losing confidence in itself, McCarthy provided a plausible explanation for American reverses by creating a network of domestic enemies. Many Americans were ready to accept the reassuring explanation that the fault was not theirs; rather the problems were due to arcane and alien forces. Thus, McCarthy was a symbol and a catalyst as well as a leader of opinion.

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